LAAC Non-Partisan Measure EE Awareness Campaign Overview

Overview

On February 28, 2019, the L.A. Unified School District Board of Education unanimously voted, 6-0, to place a parcel tax measure on the June 4 special election ballot that proposes to assess a $0.16 per square foot annual tax on parcels within L.A. Unified boundaries for the next 12 years. The district anticipates the tax will generate approximately $500,000,000 in annual revenue and could result in an additional $500-$750 per in-district student for Los Angeles public schools each year. CCSA, alongside the Los Angeles charter community, including the Los Angeles Advocacy Council, several district, county, and state-authorized schools, and parents and families, advocated and were successful in ensuring that Los Angeles public charter schools were explicitly included in the district's resolution and proposed ballot materials – including all district, county, and state-authorized schools operating in the district. Specifically, the language secured charter allocations that would be "reasonably equivalent" per "ADA", which we would expect to generate approximately 20% of tax-revenue for charters.

Objectives

- Ensure charter inclusion in Measure EE and future revenue-generating efforts by meaningfully and visibly contributing to the Measure EE non-partisan awareness campaign.
    - Build and strengthen grasstops relationships
    - Communicate message of partnership to our stakeholders and the public.

Charter Non-Partisan Awareness Campaign Audience

- L.A. Unified Superintendent
- L.A. Unified BOE
- L.A. Mayor
- Governor
- Los Angeles-area legislators
- L.A. Unified Staff
- Charter Community
- Public

Key Internal Assumptions

• Reasonable chance that Measure EE fails despite time, energy, and resources invested.	• Legislative advocacy (Sacramento) is a high priority for charter community.	• UTLA is opposed to charter inclusion in Measure EE and will work to exclude us.
• Superintendent Beutner is highly transactional.	• Shifting L.A. political landscape – Beutner out?	• UTLA's weak support ($500k) may be for show only. Priority is BD5.
• Jackie Goldberg and Heather Repenning are "Yes" on Measure EE.	• SEIU is all in on Measure EE.	• Charter support of Measure EE could create new partnerships in the landscape.
• Charter support of Measure EE could alienate business community and funders who are in opposition and community groups who believe the parcel tax measure has been rushed.	• Charter community has $30-$45k to contribute to non-partisan awareness campaign.	• Other

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Potential Strategies and Tactics

Events:	**Media/Publicity:**	**School-Based Awareness:**

• Non-Partisan Community Breakfast on Measure EE (Est. $3k-$5k)
  o Charter board members
  o Business groups
  o Community groups
  o Parent liaisons
  o Superintendent, Mayor, BOE
• Phone Banking (Est. $3k-$5k)
  o Invite BOE members
• Charter campuses as polling places
	• LAAC Non-Partisan Op-Ed on Measure EE
	  o Unified fight for additional public school funding
	• Individual Charter Leader (Partisan or Non-Partisan Op-Ed on Measure EE
	• Public CCSA C4 Endorsement
	• CCSA C3 and C4 digital channels and social media (e.g., 2x/day)
	• Charter Nation
	• Charter community individual personal social media
	• Celebrity endorsement: Arne Duncan "Yes" on EE endorsement
		• Handouts and FAQs (printing $$ TBD)
		• Social media templates
		• Newsletters and weekly E-blurbs
		• PPT slides for school meetings, Coffee w/ the Principal, etc.
		• Measure EE Buttons ($0.85/button)(5k buttons = $4,250).

Timeline

February 28	L.A. Unified BOE unanimously approves parcel tax resolution
March 8	L.A. Unified Submits Parcel Tax Materials to Registrar of Voters
March 13	Last Day to Amend Parcel Tax Materials
April 4	Meeting with LAUSD re: Non-Partisan Awareness campaign
April 8 – 19	**Various LAUSD and Charter Schools' Spring Break**
April 25	**Mailing of Official Ballot Books**
May 6	**Last Day to Designate Polling Places**
May 6	**Mailing of Vote-By-Mail Ballots**
May 20	**Last Day to Register to Vote**
June 4	**Election Day**

Planning and Early Tactic Period
Prime Tactic Period

Recommendation for LAAC Consideration: Support Non-Partisan Awareness Campaign

CCSA recommends that the LAAC and charter community engage in a non-partisan awareness campaign to support the District's own awareness campaign leading up for the June 4 special election. The LAAC could utilize its funds to support the District's awareness campaign, build its own campaign for charter family awareness, and host a large day of action. Specific recommended strategies and tactics are:

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- E&C/CCSA suggestions
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